



IRON COUNTY TOURISM PROFILE

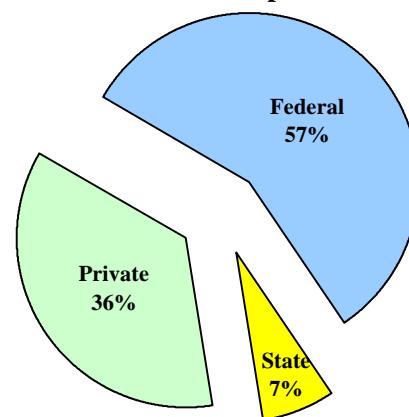
| County Indicator | 1996 | 1997 | 1998 | 1999 | 2000 | 2001(p) | % Change 2000-2001 | State Ranking |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|------------------|
| DEMOGRAPHIC | | | | | | | | |
| Population | 28,858 | 30,254 | 31,687 | 32,879 | 34,079 | 34,920 | 2.5% | 9 |
| Total Non-Ag Employment | 11,772 | 12,689 | 13,314 | 13,617 | 14,045 | 13,984 | -0.4% | 9 |
| Non-Ag Avg Monthly Wage | \$1,458 | \$1,510 | \$1,562 | \$1,611 | \$1,630 | \$1,689 | 3.6% | 23 |
| Per Capita Income | \$14,970 | \$15,647 | \$15,836 | \$15,758 | \$16,104 | \$16,060 | -0.3% | 24 |
| Unemployment Rate | 3.8% | 3.3% | 4.0% | 3.7% | 3.1% | 4.6% | 1.5% | 10 |
| SPENDING & EMPLOYMENT | | | | | | | | |
| Spending by Travelers (Millions) | \$78.8 | \$83.0 | \$86.6 | \$80.2 | \$78.4 | \$75.5 | -3.7% | 8 |
| Travel & Tourism Related Employment | 1,453 | 1,524 | 1,603 | 1,504 | 1,484 | 1,501 | 1.1% | 8 |
| TOURISM TAX REVENUES (000s) | | | | | | | | |
| Local Tax Revenues from Traveler Spending | \$1,640 | \$1,726 | \$1,802 | \$1,669 | \$1,631 | \$1,570 | -3.7% | 8 |
| Gross Taxable Room Rents | \$11,765 | \$12,220 | \$12,214 | \$12,776 | \$14,058 | \$13,017 | -7.4% | 9 |
| Transient Room Tax | \$353.0 | \$366.6 | \$366.4 | \$383.3 | \$421.7 | \$390.5 | -7.4% | 9 |
| Restaurant Tax | \$242.2 | \$242.5 | \$275.7 | \$281.4 | \$303.7 | \$309.9 | 2.0% | 8 |
| Car Rental Tax | -- | -- | -- | -- | -- | -- | -- | -- |
| Gross Taxable Retail Sales (millions) | \$328.6 | \$334.5 | \$358.6 | \$404.0 | \$417.2 | \$420.9 | 0.9% | 9 |
| REGIONAL VISITATION COUNTS | | | | | | | | |
| I-15 UT/AZ Traffic Count | 5,506,025 | 5,796,200 | 6,139,300 | 6,359,030 | 6,396,625 | 6,674,025 | 4.3% | |
| Zion N.P. | 2,498,001 | 2,445,534 | 2,370,048 | 2,449,664 | 2,432,348 | 2,227,490 | -8.4% | |
| Bryce Canyon N.P. | 1,269,600 | 1,174,824 | 1,166,331 | 1,081,521 | 1,099,275 | 1,068,619 | -2.8% | |
| Quail Creek S.P. | 380,162 | 357,077 | 730,901 | 826,215 | 849,034 | 793,326 | -6.6% | |
| Cedar Breaks N.M. | 653,760 | 608,399 | 578,974 | 597,460 | 550,657 | 690,652 | 25.4% | |
| Grand Staircase-Escalante N.M. | 519,944 | 788,611 | 849,628 | 1,141,131 | 572,176 | 683,286 | 19.4% | |
| Snow Canyon S.P. | 649,571 | 646,204 | 674,498 | 612,093 | 502,107 | 435,210 | -13.3% | |
| Utah Shakespearean Festival | 131,015 | 132,044 | 154,000 | 150,000 | 142,800 | 151,400 | 6.0% | |
| Minersville S.P. | 20,522 | 16,702 | 35,689 | 55,148 | 25,798 | 29,799 | 15.5% | |
| Iron Mission S.P. | 63,881 | 63,110 | 30,529 | 29,485 | 65,450 | 19,539 | -70.1% | |

| Land Ownership - 1999 | | No. of Acres | % Total |
|-------------------------------|--|---------------------|----------------|
| Total Acres in County | | 2,112,606 | 100.0% |
| Federal Government | | 1,210,180 | 57.3% |
| BLM | | 957,731 | 45.3% |
| US Forest Service | | 236,507 | 11.2% |
| National Recreation Areas | | -- | -- |
| National Parks | | 8,859 | 0.4% |
| National Wildlife Refuge | | -- | -- |
| USFS & BLM Wilderness Area | | 7,083 | 0.3% |
| Other* | | 8,094 | 0.4% |
| State Government | | 142,362 | 6.7% |
| Utah State Parks & Recreation | | -- | -- |
| Utah State Wildlife Reserves | | 5,804 | 0.3% |
| State Trust Lands | | 136,558 | 6.5% |
| American Indian | | 2,507 | 0.1% |
| Private** | | 757,556 | 35.9% |

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Iron County Tourism Profile

